



FASSY VEITH

Atlanta, Georgia

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SUMMARY

Emmy Award Winning Creative Leader with over 20 years of hands-on experience crafting innovative user centered experiences. Dedicated to excellence, being the ultimate brand advocate and providing clear creative vision to multi-disciplinary teams. Strategic thinker with ability to formulate big picture concepts as well as hone in on small details. Energetic, warm and inspiring leadership style committed to cultivating a positive team culture.

Creative Direction | Art Direction | UI/UX Product Design

Prototyping | Visual Design | Wireframes | Manage & Mentor

PROFESSIONAL EXPERIENCE

VERACITY CONSULTING GROUP

7/2022 - Present

Associate Strategy Director

Led vision and discovery workshops to define and set UX strategy goals for employee experience projects. Conducted interviews with clients to gather insights and understand current pain points. Created UX artifacts such as IA site maps, flow diagrams, empathy maps, user journeys and personas.

BALFOUR & CO. (FORMERLY ICONIC GROUP): ATLANTA, GA

2017-2022

VP/Executive Creative Director: User Experience and Creative Strategy

Lead the user experience, creative direction and design production across digital and marketing platforms for Balfour & Co. brands. Manage and build a team of passionate designers spanning multiple disciplines. Collaborate with cross-functional teams to create innovative products.

- Rebranded GradImages creating a fresh, modern 21st century tone. Created a visual design system that was translated across platforms for responsive web, digital marketing and print collateral.
- Improved UX for cross-sell and upsell strategies on GradImages.com by redesigning the product page, product details and cart flows, resulting in an increased average order value.
- Redesigned Balfour.com's responsive E-commerce website applying best UI and UX practices to the global navigation, product listings, product detail, shopping cart and checkout flow to more efficiently drive traffic through the website and access to core products.
- Partnered with Kendra Scott to launch a modern class jewelry collection customized to over 1000 schools. Delivered a co-branded 360 marketing campaign and improved the online user interface to streamline personalization for faster completion time and live rendering.
- Implemented a quick turn testing plan for the 2022 Graduation Packages website, researched online testing tools, recruited testers, created scripts and platform specific prototypes. Gathered quantitative and qualitative data and implemented necessary findings.

CARTOON NETWORK | BOOMERANG: ATLANTA, GA

2001-2017

Design Director

Directed engaging video and game products for show branded content delivery. Oversaw all aspects of the product design process from conception to launch across responsive web sites, mobile applications and TV. Managed creative staff and built relationships with internal and external partners.

- Executed a future of television strategy for the Cartoon Network app that combined best practices from linear broadcast media and the personalization of video on demand, earning industry acclaim and a Creative Arts Emmy Award.
- Introduced the use of prototyping and quick mockups for design and development reviews, stakeholder approvals and research testing during the swift and high-profile launch of the Boomerang Subscription Video on Demand OTT app.
- Conceived and defined distinct templates of micro-content for the launch of The Cartoon Network Anything App. Enabled dedicated teams to make over 400+ pieces of content for launch with bi-weekly sprints of 50+ new pieces.
- Collaborated with creative teams at Cartoon Network Studios to launch the Lego Mixels franchise. Directed the design team to create an exploratory online and mobile web experience using original animation and game mechanics to attract new audience.
- Created a compelling user experience and visual design strategy for a profile and game achievement eco-system on CartoonNetwork.com increasing user engagement and game play by 50% and earning over 1 million badges in under 6 months.

PLATFORMS / DESIGN TOOLS

Responsive Web | Ecommerce | Adobe Creative Suite | Sketch | InVision | Figma | Miro

EDUCATION / TRAINING

Bachelor of Fine Arts, Communication Art with an emphasis in Illustration

The Atlanta College of Art, Atlanta, GA.

Associate of Arts

The Florida State University, Tallahassee, FL.

Academy of Television Arts & Sciences 2017: Member

WICT Women in Cable Television 2014: Leadership Conference

AWARDS / HONORS

AVA Digital Awards 2021: Gold Winner - Balfour and Kendra Scott Class Jewelry Launch Campaign

Indigo Design Awards 2021: Bronze Winner - Balfour and Kendra Scott Class Jewelry Launch Campaign

GDUSA American InHouse Design Awards 2019: Winner GradImages Rebrand / GradImages Website

W³ Award Silver Winners 2019: GradImages.com Website Shopping

Creative Arts Emmy Awards 2016: Visual Design and User Experience - Cartoon Network App

Kidscreen Best Streaming Video Platform 2016: Cartoon Network App

FAST COMPANY the Most Innovative Companies of 2016: Cartoon Network

iKids Best Smartphone Game App 2015: Cartoon Network Anything

Google Play's Best Apps of 2014: Cartoon Network Anything
